



Public Awareness & Advocacy Standing Committee

Meeting Summary

Date: December 7, 2004

Time: 3:30 – 5:10 PM

2445 Carmichael Drive- Redwood Conference Room- Chico, CA

Member Present: Jeff Fontana (Committee Chair)
Members Absent: Mark Lundberg, Karen Marlatt, and Linda Moore
Staff Present: Anna Dove and Cheryl Giscombe
Public Present: Kristin Gruneisen and Bill Hubbard

1. Agenda Review & Additional Items - The November 23rd meeting summary was reviewed. Jeff Fontana requested one correction. The next meeting date scheduled was December 7th instead of December 5th.

Discussion on Grant Council Integration with PAAC – Jeff hopes to leverage collaborative efforts of both entities in the future. Kristin discussed this possibility with co-workers and the reported there is potential to bring out the strong energy, enthusiasm, and knowledge of Grantees at this time. There was discussion on how best to initiate a dialogue with grantees on developing a linkage between the Grant Council and the Commission's Public Awareness & Advocacy (PAA) Committee. PAA Committee members are currently developing expectations of Commission staff, shepherding new processes for collaborative media coverage, and determining preparation activities for new initiatives offered by the State Commission like the State Commission's "Preschool for All" Initiative. Anna Dove suggested gaining more Grant Council ownership through the identification of a Chair and Vice Chair who take on leadership with BCCFC staff providing support to the Grant Council. Kristin suggested including language in future grant contracts, which outlines expectations of media coverage. And, in the meantime strongly encouraging media involvement through Grant Council activities. Jeff suggested a bridge to these activities, by offering grantees training and technical support. Bill Hubbard expressed a desire to re-define the purpose of the Grant Council in tandem with defining roles and responsibilities of the Commission's Public Awareness & Advocacy Committee. Jeff introduced the idea of using both entities as a messenger of the community to the First 5 Association of California, and the State Commission. All of these activities will require more staff time and a budget. Bill Hubbard shared two possible approaches for upcoming Grant Council meeting. First idea was generally presenting the concept of integrating efforts with PAA and requesting feedback from grantees. Second idea was providing a framework to the Grant Council. By focusing on what is needed by Grantees, the framework could later be generated. A focus on success stories is another possible venue for brainstorming. Kristin and Bill agreed to facilitate a brainstorming discussion during next Grant Council meeting to flesh out desired feedback from Grantees. Establishing a Chair, Vice-Chair, a media sub-committee, and determination of staff support desired are other possible outcomes of brainstorming session. Anna will work with Bill, Kristin, and PAA Committee members to develop Grant Council Agenda and finalize framework for brainstorming session. For next PAA meeting, staff will provide, a summary of the e-mail responses received from grantees on the following PAA Committee information request:

- Update on project implementation.
- Media coverage plans that Public Awareness & Advocacy Committee can support.

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- Project events conducive to media coverage and/or possible clients willing to share success stories with public.
2. Review of DRAFT PAA Committee Roles & Responsibilities Statement – Several suggested edits were discussed. Members directed staff to send edited version to absent Commissioners via e-mail and request their input. Then, document will be added as an action item of the Public Awareness & Advocacy Committee Report for the full Commission meeting on January 21, 2005.

The next meeting of the Public Awareness & Advocacy Committee is Tuesday, January 4, 2005 from 3:30-5:00 PM at 2445 Carmichael Drive, Chico.

Minutes by Susan Billings
Administrative Assistant
Approved January 21, 2005